

Most Men Know Just as Much About Merchandise as Most Children Do About Astronomy

By J. R. HAMILTON
Former Advertising Manager of Wanamaker's, Philadelphia

This is so true that it needs no proof to bear it out. The average shoe has sixty-two different parts, any of which can be cheapened to make a price, and none of which can be judged except by the highest expert in shoemaking. The average suit of clothes has a hundred and fifty-seven parts; the average pair of trousers has over sixty processes. The average fabric, even when it is absolutely all wool, through and through, can be made in many different grades. Your all silk socks can be made out of pure, earth-grown fiber without your knowing it; and one man is now trying to make them entirely out of cheap glue.

Now, the question is, if you are starting out to buy something today, where shall you go?

The answer is very simple: If you do not know the merchandise, you must know the merchant. The way to judge the goods is to judge the man. And the best way to judge the man is through the advertising.

The man who advertises is the man who signs his name to what he claims. If he signs his name to a bogus check, he goes into jail; if he signs his name to bogus advertising he goes into bankruptcy. Every advertiser knows this, and so he is careful of what he says. But the men who do not advertise do not have anything to lose. They do not have to be so careful of what they say. It is merely a matter of personal integrity with them. There are many thousands of fine merchants and honest men who do not advertise. That is not the point. The question is how to find them and how to tell them from the rest. When they advertise they must be honest if they hope to win.

And this is the value of the Advertising Pages in this paper today. These are the men who have signed their names. These are the men who guarantee what they sell.

It has been nearly three-quarters of a century ago since the first great merchant, Alexander T. Stewart, trusted his commercial ship on the advertising sea. And singularly enough this great man was flying flags of distress when he advertised. He put out a little dodger through the streets of New York, telling the people frankly that he had bought too much and would sell it cheap. And they came to his store and saved his commercial life.

Any man is careless who doesn't turn to the advertising news for whatever he is going to buy, because the best merchants are always the ones who advertise. They are the men who stand back of what they do and say. They are the guaranty of good faith in the business world.

Turn to their advertising pages now and see what they are offering you today.

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When Payne Wrote "Home, Sweet Home"

By J. R. HAMILTON
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It is said when John Howard Payne wrote "Home, Sweet Home," he himself was a homeless wanderer in the streets. It took a man who had no home to make the spirit of home immortal.

The reason why we of today do not appreciate a home more is that it is too easy to have one. The place that our grandfathers called home was little more than a shelter. They knew no comforts such as we have. They had few luxuries, but the thing that they called home had been fought for, and so it was dear to them.

Today anyone can have a home almost for the asking. He can fill it with big, comfortable furniture that will give him as much comfort as used to belong only to royalty. He can have beautiful draperies in his windows and fine pictures on his walls. He can have a piano or a talking machine. He can have rugs that are copies of the patterns in palaces. And he can do all this on the most moderate, the most ordinary of salaries or wages.

Day by day this paper is filled with advertising that offers every facility for the furnishing of the home. Not only can the man with ready cash furnish his home on a moderate basis, but even the man without cash can have all the comforts and luxuries he desires through a system of credit on home furnishings which has now become almost national in its scope.

This is the season when new homes are springing up on every hand, and the season when old homes are being remodeled and refurnished for another year. Therefore it is the season for home furnishing opportunities which every live advertising merchant is offering at this time.

Do not hold these home-making opportunities too lightly. Give these advertisers a hearing. What they are saying is real, and what they are doing is making history. There has never been a time in the history of the world when comfort and luxury were as widespread amongst the people as they are today.

Look over this advertising today. See if you cannot add the comfort of a home to the pleasure of your life, or see if you cannot put more luxury and more material happiness into the home you have.

Think of what you need most about your home and then look for the advertising of those things in this paper today.

(Copyrighted.)

ONLY ADVERTISING OF VALUE

Must Be Absolute Truth Is the Unvarying Experience of American Men of Business.

The only kind of advertising that has any real value is that based on the truth, so that when the convention of the Associated Advertising Clubs of the World, in session at Indianapolis, reaffirmed "truthful publicity" as their slogan they but formulated the unvarying experience of the business world. Lincoln's famous remark to the effect, that "you can fool some of the people all the time, and all of the people some of the time, but you cannot fool all the people all the time," is peculiarly applicable to the publicity field; the attempt to fool the people by means of dishonest advertising is cumulative in its retribution and the advertiser who tries it spells his own ultimate confusion. This is by no means a mere assumption, for statistics prove that the public is quick to detect the fraudulent variety; faint earmarks of insincerity and mendacity soon become conspicuous warnings, and the truthful advertisements bring results out of all proportion to those which fail to keep faith with the buyer. Even without the laws here and there aimed at the dishonest practice of the fake advertiser, the business world is learning quickly that the success won by the trickster is a transitory one, while the firm foundations are those that are built upon truth and sincerity.—Philadelphia Ledger.

FISH KNOCKS OUT FISHERMAN

Gives Man Black Eye and Breaks Its Own Nose—Will Be Kept as Trophy.

It was a starlight night and "Joe" Rivers' good launch Yankee lazily slid through a succession of oiled waves. Biff! and Skipper Jerry Shively at the wheel measured his full length of six feet five upon the deck. Bang! Something careened off the spokes of the wheel and lay fluttering in the scuppers.

"Who did that," bellowed Jerry as he arose to his feet and glared down upon the cowering crew.

"Something from overboard," timorously replied William Askerson, able seaman. "Seen it come aboard."

A few turns of the wheel and the Yankee settled back to its course, while the crew began to search and finally came upon the fluttering thing in the scuppers.

It was a flying fish, and not a large one at that. But it had sent a man who weighed over 250 pounds to the mat for the full count of ten and had given him the blackest of eyes in the bargain.

The flying fish and the black eye were brought into port here one day last week by Mr. Shively, who proposes to keep the first and is making every effort to rid himself of the latter. The flying fish had its nose broken in the encounter and only lived a few minutes.—Los Angeles Times.

Sheep Made Much Trouble.

The exploits of the proverbial bull in the china shop have been emulated, if not surpassed, by the raid of a sheep on the Rugby (Eng.) branch of Lloyd's bank. The sheep dashed in to the rear of the bank premises, with two drovers in hot pursuit. Gaining entrance to the kitchens, it made a terrific clatter among the pots and pans, and then leaped through a window and turned on a water tap. The drovers were capsize in the struggle which ensued, and the sheep bolted through another door and got into the main office. A dozen bank clerks, aided by rulers, induced the animal to return to the kitchen, where it was eventually cornered, trussed up, and ignominiously carried away, after having kept the bank staff busy for nearly two hours.

Roped and Tied.

The men engaged in cutting off the ends of protruding ties on the elevated railway at New York were explicitly instructed for the sake of innocent passers-by on the street below never to allow a piece of tie to fall to the street without a rope attached to it.

One day, as the end of a tie was sawed off, the man on the job threw the rope, tie and all, into the street.

"Hy, there, what er you doin'?" yelled an indignant foreman.

"Ye told me not to let anything drop to the street widout a rope attached," rejoined the man in a surly tone.

"Well, ain't I obeyin' orders?"

Refractor for University.

The astronomical observatory of the University of Michigan at Ann Arbor hopes ultimately to possess a 24-inch refractor, thanks to the generosity of R. P. Lamont of Chicago. This telescope was ordered in 1911, and the latest report of the Jena glassmakers was that the crown disk had been made, while a mass of flint glass sufficiently large for the flint disk had been produced. The completion of the latter disk would require some months, even under normal conditions, and the war will probably cause further delay. Meanwhile the mounting has made good progress at the observatory shop.

Good Flour From Old Wheat.

Wheat thirty-four years old has just been threshed, and it made exceptionally good bread. The wheat was grown and harvested in 1881 by a farmer near Grantham, Lincolnshire, England, who swore he would not sell it until it reached a certain price. That price was still a secret when the farmer died. The grain was then put on the market, bringing a good price.



STANDING GUARD
OVER THE
WHOLE FAMILY

Rexall Orderlies

The laxative tablet
with the pleasant taste

Protects every member of the
family from Constipation—
the enemy of good health

10¢ 25¢ 50¢

We have the exclusive selling rights for this great laxative.

Trial size, 10 cents.

M. E. REDDY

THE REXALL STORE.

Printing While You Wait.

Any kind of printing, be it

Letter Heads, Note Heads, Statement
Heads, Envelopes, Cards, Pirculars,
Pamphlets, Catalogues, Announce-
ments, Bills, Posters---

in fact anything in the way of printing---
turned out neatly, quickly, reasonably.

THE NEWS

Baxter Springs, Kansas.

Railroad Time Tables.

M. O. & G.

EAST BOUND.

No 4 to Joplin.....11:55 am

No 2 to Joplin.....7:03 pm

SOUTH BOUND.

No 1 to Muskogee.....8:07 am

No 3 to Muskogee.....2:36 pm

This schedule went into effect July 11th

1915. Trains to Joplin connect with all

trains east and north.

J. W. KALTENBACH, Agent.

FRISCO.

NORTH BOUND.

No. 112 Meteor to K. C. 2:32 am

No. 309 Passenger to Wichita.....1:25 am

No. 108 K. C. Special.....4:01 pm

No. 7 Sunflower Limited.....8:30 am

SOUTH BOUND.

No. 111 Meteor to Oklahoma City 2:10 am

No. 187 Afton & Okla. points.... 7:05 am

No. 181 Afton & Okla. points.... 7:05 pm

No. 107 Tulsa Special.....2:37 pm

EAST BOUND.

No. 8 St. Louis Limited..... 6:30 pm

No. 312 Joplin, Springfield..... 2:15 am

No. 386 Joplin, K. C. 11:10 am

No. 388 Joplin, K. C. 7:35 pm

G. W. BUCKINGHAM, Agent.

HOMES WANTED.

I have a few inquiries for small homes. If you want to sell, bring me a description of what you have, what you want for it, and on what terms you will sell. I will advertise it and if I do not sell it for you the advertising will not cost anything. I want to get some new people here to live.

CHAS. L. SMITH.

Pure butcher's lard 12 1-2¢ per pound. 10 pound pail \$1.00. McKee & Co.

The Kansas City Weekly Star

The most comprehensive farm paper—All the news intelligently told—Farm questions answered by a practical farmer and experimenter—exactly what you want in market reports. **One year 25c.**

Address THE WEEKLY STAR, Kansas City, Mo.

If It's
Quality, Quantity
and Price

That You're Looking For
Come to Us.

HOOD'S

Vehicles, Wagons, Farm Implements, Hardware, Harness,
Garden and Field Seeds.

FARM LOANS
AND INSURANCE
PHONE 271.
JACK SPRATT,
STATE BANK BUILDING

City Dray Line
ED. COVEY, Proprietor
Freight, Household Goods and articles of all kinds hauled at reasonable rates